

**Lectures programme ANDRIS PĒTERSONS**  
*RP Actions Research*  
**9-14 February 2015**

<b>Date</b>	<b>Time</b>	<b>Topics</b>	<b>Classrooms</b>
9 <sup>th</sup> February (Monday)	15-17	<b>PR AS A BRANCH OF COMMUNICATION</b>	<b>J. Keliuočio aud.</b> Institute of Journalism; Maironio st.7
9 <sup>th</sup> February (Monday)	17-19	<b>DEFINITIONS AND COMPONENTS OF PUBLIC RELATIONS. FROM INTERNAL COMMUNICATION TO INTERNATIONAL RELATIONS</b>	<b>J. Keliuočio aud.</b> Institute of Journalism; Maironio st.7
10 <sup>th</sup> February (Tuesday)	17-19	<b>MANAGEMENT OF PR. PLANNING, ORGANIZING, CONTROL AND MOTIVATION</b>	<b>J. Keliuočio aud.</b> Institute of Journalism; Maironio st.7
11 <sup>th</sup> February (Wednesday)	15-17	<b>CODES OF CONDUCT, ETHICS AND SOCIAL RESPONSIBILITY</b> <i>PART 2. ORGANIZATION IMAGE AND COMMUNICATION</i>	<b>Spaudos teatras</b> Faculty of Communication; Saulėtekio av. 9
12 <sup>th</sup> February (Thursday)	15-17	<b>PERSUASION AND PROPAGANDA. CHANGE OF PUBLIC OPINION</b>	<b>Spaudos teatras</b> Faculty of Communication; Saulėtekio av. 9
12 <sup>th</sup> February (Thursday)	17-19	<b>INSTRUMENTS OF PUBLIC RELATIONS. DEVELOPMENT OF INDUSTRY</b>	<b>Spaudos teatras</b> Faculty of Communication; Saulėtekio av. 9
13 <sup>th</sup> February (Friday)	15-17	<b>CAMPAIGNS OF PUBLIC RELATIONS. FROM RESEARCH TO IMPLEMENTATION AND EVALUATION</b>	<b>“Universiteto žurnalisto” redakcijos aud.</b> Institute of Journalism; Maironio st.7
14 <sup>th</sup> February (Saturday)	11-13	<b>RISK MANAGEMENT IN COMMUNICATION AND CRISIS COMMUNICATION</b>	<b>Spaudos teatras</b> Faculty of Communication; Saulėtekio av. 9